

AMENDMENTS TO THE CLAIMS

Below is the entire set of pending claims pursuant to 37 C.F.R §1.121(c)(3)(i), with any mark-ups showing the changes made by the present Amendment.

1-52 (Canceled)

53. (Currently amended) A method of managing virtual documents ~~associated with one or more business advertisers~~ on behalf of a plurality of consumers, wherein a given virtual document comprises data associating it with one of the consumers ~~and with one of the business advertisers~~, the method comprising:

a) establishing a network database on a network-connected computer, said network database corresponding to a plurality of consumers, the network database having data records associated with consumers and including a set of categories;

b) receiving a first one of said virtual documents at said network database ~~network-connected computer~~ from a document providing module server in response to a consumer's first incentive offer ~~selection provided to a first distribution partner distributing the first incentive and unassociated with the network database~~, the first virtual document having a first an-attribute file identifying a classification for the first virtual document, and further having data identifying a first incentive offer that is provided by the first virtual document, data identifying a first distribution partner that is unassociated with the network database but distributed the first incentive offer, and data identifying a first business advertiser that is unassociated with the

network database but is associated with the first received virtual document and the first incentive offer;

~~e) identifying the consumer corresponding to the first received virtual document, identifying the first incentive associated with the first received virtual document, and identifying a first business advertiser associated with the first received virtual document and the first incentive but unassociated with the network database;~~

c) d)-storing information regarding the first received virtual document within first data fields in a data record associated with the identified consumer, wherein the first data fields include the data identifying the first incentive offer, the data identifying the first distribution partner, and the data identifying a first business identifier value indicating the first business advertiser identification, and first incentive information indicating the first incentive;

d) e)-receiving a second one of said virtual documents at said network-connected computer from the document providing module server in response to a consumer's second incentive offer selection provided to a second distribution partner distributing the second incentive and unassociated with the network database, the second virtual document having a second attribute file identifying a classification for the second virtual document, and further having data identifying a second incentive offer that is provided by the second virtual document, data identifying a second distribution partner that is unassociated with the network database but distributed the second incentive offer, and data identifying a second business advertiser that is unassociated with the network database but is associated with the second received virtual document and the second incentive offer;

~~f) identifying the consumer as corresponding to the second received virtual document, identifying the second incentive associated with the second received virtual document, and identifying a second business advertiser associated with the second received virtual document and the second incentive but unassociated with the network database; and~~

~~c) g)-storing information regarding the second received virtual document within the network database within second data fields in the data record associated with the identified consumer, wherein the second data fields include the data identifying the second incentive offer, the data identifying the second distribution partner, and the data identifying a second business identifier value different from the first business identifier value and indicating the second business advertiser identification, and second incentive information indicating the second incentive; and~~

~~f) h)-categorizing the first and second virtual documents in the categories of the data record associated with the identified consumer according to the classifications provided in the attribute files of the first and second virtual documents.~~

54. (Currently amended) A method according to claim 53, wherein said management of consumers' virtual documents is accomplished by a virtual document database host, and wherein the document providing module server is a server associated with one of the first or second business advertisers and provides the first and second virtual documents to the database ~~host~~ via the computer network.

55. (Previously presented) A method according to claim 53, further comprising providing a web-based organizer by which the consumer accesses his managed virtual documents.

56. (Currently amended) A method according to claim 53, wherein said virtual documents are respectively sent by the document providing module server in response to the consumer's first and second incentive selections comprising clicking on buttons in bulk e-mails received by the consumer from at least one of the first or second distribution partners.

57. (Currently amended) A method according to claim 53, wherein said virtual documents are respectively sent by the document providing module server in response to the consumer's first and second incentive selections comprising clicking on a hyperlink on a website associated with at least one of the first or second business advertisers.

58. (Currently amended) A method according to claim 53, wherein said virtual documents are respectively sent by the document providing module server in response to the consumer's first and second incentive selections comprising clicking on a banner ad associated with at least one of the first or second business advertisers and placed on a website unassociated with the first or second business advertisers or the consumer by one of the distribution partners.

59. (Currently amended) A method according to claim 53, wherein the virtual document providing module comprises a server that e-mails said first or second virtual documents to said network database on behalf of the consumer.

60. (Previously presented) A method according to claim 53, wherein the first or second virtual document is the same as the first or second incentive.

61. (Previously Presented) A method according to claim 53, wherein at least one of said first or second virtual documents is selected from the group consisting of: merchant coupons, product warranties, sales receipts, product instructions, service instructions, rebates, gift certificates, product registration cards, event tickets, credit card statements, bank statements, and recipes.

62. (Previously Presented) A method according to claim 53, wherein the consumer is an individual interactive television user and said network database is associated with the individual interactive television user.

63. (Currently amended) A method according to claim 62, further comprising sending one of said first or second virtual documents from a document providing module server associated with an interactive television partner computer to said network database upon a request sent from the interactive television user to the interactive television partner computer.

64. (Previously Presented) A method according to claim 63, wherein the interactive television user requested the first or second virtual document from the interactive television partner computer by selecting a banner ad displayed at the user's interactive television receiver.

65. (Previously Presented) A method according to claim 64, wherein the interactive television user requested the virtual document by selecting a button within said banner ad.

66. (Previously Presented) A method according to claim 53, wherein the network-connected computer is selected from the group consisting of: a personal digital assistant of the consumer, a personal computer of the consumer, and a mobile phone of the consumer.

67. (Previously presented) A method according to claim 53, wherein the first or second virtual documents are promotional offers, and wherein at least one of the first or second business advertisers is a merchant for redeeming the corresponding promotional offers, and wherein the promotional offers can only be redeemed with said merchant.

68. (Previously presented) A method according to claim 53, wherein the first or second distribution partner is the same as the first or second business advertiser.

69. (Previously presented) A method according to claim 53, wherein the first distribution partner is the same as the second distribution partner.

70. (Previously presented) A method according to claim 53, wherein the one or more of the categories are based on the business advertiser identifications.

71. (Previously presented) A method according to claim 53, wherein the one or more of the categories are based on the first or second virtual document.

72. (Withdrawn) A database host for managing virtual documents associated with one or more enterprises on behalf of a plurality of consumers, wherein a given virtual document comprises data associating it with one of the consumers and with one of the enterprises, the database host connected to a network and comprising:

- a) a network database corresponding to a plurality of consumers having network-connected computers, the network database having data records;

- b) a network interface connecting said network database to said network, the network interface configured to receive said virtual documents;

- c) a main server and associated software connected to said network interface and configured to receive a first one of said virtual documents from a first document source, to identify a consumer corresponding to the first received virtual document, to identify a first enterprise associated with the first received virtual document, and to parse into first information elements a first of said data records associated with the identified consumer;

- d) said main server and associated software further configured to receive a second one of said virtual documents from a second document source that is different from the first document source, to identify the consumer as corresponding to the second received virtual document, to identify a second enterprise associated with the second received virtual document, and to parse into second information elements a second of said data records associated with the identified consumer; and

c) a database manager connected to said network database and said main server, said database manager configured to receive said first and second information elements parsed by said main server and to store said first and second information elements in the network database in the first and second data records, respectively, according to parsing instructions from the main server, wherein the stored first and second information elements include the first and second enterprise identification stored in the respective first and second data records.

73. (Withdrawn) A database host according to claim 72, wherein said network interface, said main server, and said database manager are all processes running on a single server unit.

74. (Withdrawn) A database host according to claim 72, further comprising a web server connected to said main server and configured to display web pages accessible by the consumer via a network-connected computer, the web pages providing access to said managed virtual documents.

75. (Withdrawn) A database host according to claim 72, wherein said virtual documents are respectively received from the document sources in response to the consumer clicking on buttons in bulk e-mails received by the consumer from at least one of the first or second enterprises.

76. (Withdrawn) A database host according to claim 72, wherein said virtual documents are respectively received from the document sources in response to the consumer clicking on a hyperlink on a website associated with at least one of the first or second enterprises.

77. (Withdrawn) A database host according to claim 72, wherein said virtual documents are respectively received from the document sources in response to the consumer clicking on a banner ad associated with at least one of the first or second enterprises and placed on a third-party's website.

78. (Withdrawn) A database host according to claim 72, wherein at least one of the first or second received virtual documents are e-mails sent on behalf of the consumer.

79. (Withdrawn) A database host according to claim 72, wherein the second enterprise is the same as the first enterprise.

80. (Withdrawn) A database host according to claim 72, wherein at least one of said first or second virtual documents is selected from the group consisting of: merchant coupons, product warranties, sales receipts, product instructions, service instructions, rebates, gift certificates, product registration cards, event tickets, credit card statements, bank statements, and recipes.

81. (Withdrawn) A database host according to claim 72, wherein the consumer is an individual interactive television user and said network database is associated with the individual interactive television user's television receiver.

82. (Withdrawn) A database host according to claim 81, further comprising receiving one of said first or second virtual documents from an interactive television partner computer upon a request sent from the interactive television user to the interactive television partner computer.

83. (Withdrawn) A database host according to claim 82, wherein the interactive television user requested the first or second virtual document from the interactive television partner computer by selecting a banner ad displayed at the user's interactive television receiver.

84. (Withdrawn) A database host according to claim 83, wherein the interactive television user requested the virtual document by selecting a button within said banner ad.

85. (Withdrawn) A database host according to claim 72, wherein the network-connected computer is selected from the group consisting of: a personal digital assistant of the consumer, a personal computer of the consumer, and a mobile phone of the consumer.

86. (Withdrawn) A database host according to claim 72, wherein the first are second virtual documents are promotional offers, and wherein at least one of the first or second enterprises is a merchant for redeeming the corresponding promotional offers.

87. (Withdrawn) A database host according to claim 86, wherein the promotional offers can only be redeemed with said merchant.

88. (Withdrawn) A database according to claim 72, wherein the database further comprises one or more categories, said first and second data records being stored in one or more of the categories.

89. (Withdrawn) A database according to claim 88, wherein said first and second data records being stored in the one or more of the categories based on the enterprise identification.

90. (Withdrawn) A database according to claim 88, wherein said first and second data records being stored in the one or more of the categories based on the first or second virtual document.